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fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1952

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|--|---|-----------------------------------|
| <u>WEEK ENDING FRIDAY, DECEMBER 5, 1952</u> | | | |
| Friday Dec. 5 9:00 A.M.- 11:30 A.M. Breakfast | PRE-MARKET PREVIEW OF NEW HOME FABRICS Breakfast preview of new 1953 collection of Waverly Home Fabrics. Seven room settings created by Margaret Riley, Waverly stylist, including a new idea in kitchens and a nursery niche. Formal introduction of Miss Martha Beha, Waverly's new decoration consultant. Contact: Ruth Maybank at Philip Schuyler, LE. 2-7800, Ext. 226. | WAVERLY FABRICS (DIV. F. SCHUMACHER & CO.) | 60 WEST 40TH STREET 10TH FLOOR |
| Friday Dec. 5 11:00 A.M. | PRESS PREVIEW OF RESORT COLLECTION Bergdorf Goodman will present their ready-to-wear Resort collection and accessories to the press. By invitation. Publ.: Florence Neff, PL. 3-7300. | BERGDORF GOODMAN | 3RD FLOOR |
| Friday Dec. 5 6:00 P.M.- 7:00 P.M. | WEEKLY MILLINERY FASHION SHOWS <u>Dec. 5:</u> Harryson Hats. <u>Dec. 12:</u> Madame Aranka. <u>Dec. 19:</u> Laddie Northridge. Pierre Fashion Director: Nola Luxford, TE. 8-8000. | LEADING NEW YORK MILLINERS | HOTEL PIERRE CAFE PIERRE |
| <u>WEEK BEGINNING MONDAY, DECEMBER 8, 1952</u> | | | |
| Monday Dec. 8 12:00 Noon- 1:00 P.M. | CARPET FIRM STAGING SALES MEETING ON TV A national sales meeting will be staged by means of closed circuit television, simultaneously in the following 15 cities: Boston; Chicago; Cincinnati; Cleveland; Denver; Detroit; Los Angeles; Minneapolis; New York; Philadelphia; Pittsburgh; Salt Lake City; St. Louis; San Francisco; Washington, D. C. James Lees & Sons, carpet firm, is presenting this via Theatre Network Television. Admission by ticket only. Contact: Wilmer D. Cressman, Norristown, (Pa.) 8-2600. | JAMES LEES & SONS (BRIDGEPORT, PA.) | COLONIAL THEATRE 1887 BROADWAY |
| Monday Dec. 8 2:30 P.M. | FASHION SHOW AT BENEFIT LUNCHEON Custom-made and ready-to-wear fashions at benefit luncheon. Furs--Fredrica. Hats--Rose Sapphire. By invitation only. Contact: PL. 8-0892. | SYDELL | HOTEL PIERRE BALLROOM |
| Monday Dec. 8 6:30 P.M. | RESORT FASHIONS BY SUZY PERETTE Russeks will present a showing of "Suzy's Holiday Party"--Winter holiday dresses for North and South. Publicity: Florence Lord, WI. 7-1900. | RUSSEKS FIFTH AVENUE | 3RD FLOOR |
| Monday Dec. 8 7:30 P.M.- 8:45 P.M. | ADVERTISING SURVEY COURSE Subject: "National Advertising Copy--Choice of a Campaign Theme, Its Testing and Development." Speaker: Jean Wade Rindlaub, B.B.D. & O. Price: \$1.00 per lecture. Contact: CI. 5-4149. | ADVERTISING WOMEN OF NEW YORK, INC. | HOTEL ASTOR NORTH BALLROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Beginning Monday Dec. 8 | DESIGNERS TRIM CHRISTMAS TREES De Pinna will show Christmas trees, trimmed by fashion designers, including: Pierre Balmain; Oleg Cassini; Ceil Chapman; Mr. Harold of De Pinna; Ellen Hewitt; Omar Kiam of Ben Reig; Claire McCardell; Anna Miller; Mollie Parnis; Adele Simpson. Contact: Solita Arbib, MU. 8-2000. | DE PINNA | MAIN FLOOR |
| Dec. 8- Dec. 15 | "NATIONAL BELT WEEK" BY BELT ASSOCIATION--THEME: "GARMENT'S BEST FRIEND IS AN ADDITIONAL BELT". Publicity: Donald E. Green Assoc., LE. 2-6404. | | |
| Monday Dec. 8 | MILLINERY MARKET WEEK IN LOS ANGELES <u>Los Angeles Members:</u> Agnes Originals; Belaire Modes; Caspar-Davis; Cathy Hats; Leslie-James; Marilyn Hat Co.; Phil Strann; Suzy Lee; Wilshire Millinery; Yvonne Millinery. <u>San Francisco Members:</u> Meadowbrook; Mme. Roze; Louis Skopp. Contact: California Millinery Guild, Los Angeles, Cal. | CALIFORNIA MILLINERY GUILD | LOS ANGELES, CALIFORNIA |
| Tuesday Dec. 9 9:00 A.M. Breakfast | PRESS PREVIEW OF NEW WALLPAPER E-Z-E Hang Wallpapers, introduces innovation in application of wallpaper. By invitation. Contact: Melva Chesrown, EL. 5-7651. | E-Z-E HANG WALLPAPERS (HAMMOND, INDIANA) | HAMPSHIRE HOUSE THE COTTAGE |
| Tuesday Dec. 9 10:45 A.M. | SEWING MACHINE PREVIEW FOR TRADE EDITORS Press conference for business publications and new products editors, presenting new Elna Swiss model supermatic portable sewing machine. By invitation only. Publicity: Helen Beringer, Bert Nevins, WI. 7-9715. | NECCHI SEWING MACHINE; ELNA SEWING MACHINE CO. | WALDORF-ASTORIA ROOM 4-V |
| Tuesday Dec. 9 12:00 Noon- 7:00 P.M. | SHOWING OF NEW FABRICS IN CURTAINS Cameo will present new curtains, featuring chromspun and other new fabrics. By invitation only. Contact: Irving Zuckerman, OR. 9-3040. | CAMEO CURTAINS, INC. | 260 FIFTH AVENUE SHOWROOM |
| Tuesday Dec. 9 12:30 P.M. & 6:00 P.M. | RESORT FASHION PRESENTATION "Ticketed For The Sun"--Kresge-Newark will present Resort fashions. Publicity: Constance Bray, Mitchell 2-8000. | KRESGE-NEWARK | 7TH FLOOR RESTAURANT |
| Tuesday Dec. 9 1:15 P.M. | SHOWING OF SPRING COATS AND SUITS The House of Swansdown will present Spring coats and suits. (Benefit luncheon at 12:30 P.M.) Show will be repeated at 2:15 P.M. in Cotillion Room, following a benefit luncheon. Swansdown Publ.: Ruth Hammer Assoc., EL. 5-7108. Pierre Fashion Director: Nola Luxford, TE. 8-8000. | HOUSE OF SWANSDOWN (500 SEVENTH AVENUE) | HOTEL PIERRE ROOF GARDEN |
| Tuesday Dec. 9 4:00 P.M. Cocktails | PREVIEW OF MILLINERY BY RUSS RUSSELL "The Sea Around Us"--O'Connell Hat Co. will present the Russ Russell collection of Spring hats. Show at 5:00 P.M. By invitation. Publicity: Maud G. Moody, LE. 2-4049. | O'CONNELL HAT CO. (1 WEST 39TH ST.) | SHERRY NETHERLAND CARNAVAL ROOM |
| Tuesday Dec. 9 7:00 P.M.- 9:00 P.M. | 10TH SESSION OF PUBLICITY COURSE Subject: "Publicity Through Trade and Business Publications." Price: \$2.00. Contact: Rita Otway, PL. 5-4000. | PUBLICITY CLUB OF N. Y. | HOTEL SHELTON LEX. AVE. & 49TH ST. |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Dec. 9 | "FASHION WEEK IN MONTREAL"--OPENING OF SPRING LINES IN MONTREAL. | | |
| Wednesday Dec. 10 12:15 P.M. Luncheon | COSMETICS' LUNCHEON ANNUAL MEETING Subject: "Scents and Nonsense"--speakers: B. Mathieu, "New Yorker" staff writer; John Daley, MC, "What's My Line", ABC network. Chairman: Kay Torrey. Price: \$4.00 for members, \$4.25 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL BILTMORE BALLROOM |
| Wednesday Dec. 10 12:30 P.M. Luncheon | DAVID CRYSTAL FASHIONS DURING LUNCHEON Best & Co. will present Holiday and Resort fashions by David Crystal. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: David Crystal-Terry Mayer, BR. 9-6560; Best & Co.-Madlyn Grimes, PL. 9-2000; Waldorf Fashion-Madeleine Riordan, EL. 5-3000. | BEST & CO. | WALDORF-ASTORIA EMPIRE ROOM |
| Wednesday Dec. 10 12:30 P.M. Luncheon | LOTTE OF DREWYN FASHIONS AT LUNCHEON Saks Fifth Avenue will present Lotte of Drewyn's "T.N.T." Holiday and Cruise fashions at luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Publicity: Lotte of Drewyn--Sidney Dee Bloeme, JU. 6-4490; Saks Fifth Avenue--Carolyn Haight, PL. 3-4000, Ext. 7064; Pierre Fashion Director: Nola Luxford, TE. 8-8000. | SAKS FIFTH AVENUE | HOTEL PIERRE COTILLION ROOM |
| Wednesday Dec. 10 2:30 P.M. | RESORT FASHION PRESENTATION Showing of Resort fashions. Publicity: John Von Arnold, Market. 2-1212. | BAMBERGER'S (NEWARK, N.J.) | 3RD FLOOR |
| Thursday Dec. 11 10:00 A.M. | PREVIEW OF NEW SPRING CARPETS Fifth Annual Magee distributors' sales meeting and presentation of the new style subjects in carpets for Spring, 1953. By invitation only. Publicity: John C. LeClair, CI. 7-3051. | MAGEE CARPET CO. (295 FIFTH AVENUE) | WALDORF-ASTORIA SERT ROOM |
| Thursday Dec. 11 12:30 P.M. Luncheon | CABANA FASHIONS FOR RESORT & CRUISE Bonwit Teller will present Cabana Resort and Cruise fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | BONWIT TELLER | WALDORF-ASTORIA EMPIRE ROOM |
| Thursday Dec. 11 12:30 P.M. Luncheon | PIERRE BALMAIN FASHIONS DURING LUNCHEON De Pinna will present Resort fashions by Pierre Balmain. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publicity: Balmain-Gladys Steiner, MU. 9-1630; De Pinna-Solita Arbib, MU. 8-2000. Plaza Fashion Director-Mary Alice Rice, CI. 6-1790. | DE PINNA | HOTEL PLAZA TERRACE ROOM |
| Thursday Dec. 11 11:00 P.M. | "CHRISTMAS GIFTS ON PARADE" The Hotel Pierre will give a special fashion show, in cooperation with "Cue" Magazine, with the 19 firms who have show-cases in the Pierre "Promenade." Press by invitation. Public by reservation; contact: Pasqual, TE. 8-8000. "Cue" contact: Arthur Ost, LE. 2-5300. Pierre Fashion Director: Nola Luxford, TE. 8-8000. | FIRMS WITH SHOW- CASES AT PIERRE | HOTEL PIERRE COTILLION ROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Dec. 14- Dec. 18 | SEMI-ANNUAL DISPLAY MARKET WEEK AT HOTEL NEW YORKER, 5TH, 6TH, 7TH FLOORS. Contact: National Association of Display Industries, 203 N.Wabash, Chicago. | | |
| Tuesday Dec. 16 12:30 P.M. Luncheon | COATS AND SUITS AT CHARITY SHOW Donnybrook will present coats and suits during luncheon. Cocktail fashions--Lee Menichetti. By invitation only. Donnybrook Contact: Miss Marcene, LA. 4-3040. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000. | DONNYBROOK | HOTEL PIERRE COTILLION ROOM |
| Wednesday Dec. 17 11:00 A.M. | PRESS PREVIEW: NYLON TRICOT LINGERIE Colura will present a press showing of high fashion nylon tricot lingerie and cotton petticoats for Spring and Summer. Also, collection of new hosiery. By invitation only. Publicity: Noriene Barrett, MU. 6-0055. | COLURA, INC. | 185 MADISON AVENUE SHOWROOM - 9TH FLOOR |
| Wednesday Dec. 17 12:30 P.M. Luncheon | LARRY ALDRICH FASHIONS DURING LUNCHEON Larry Aldrich Holiday and Resort fashions will be presented by Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | BONWIT TELLER | WALDORF-ASTORIA EMPIRE ROOM |
| Wednesday Dec. 17 12:30 P.M. Luncheon | ANNUAL CHRISTMAS LUNCHEON The Advertising Women of New York will hold their annual Christmas Luncheon. Price: \$5.00. Contact: CI. 5-4149. | ADVERTISING WOMEN OF NEW YORK, INC. | HOTEL ASTOR BELVEDERE ROOM |
| Thursday Dec. 18 10:00 A.M. | PREVIEW OF SPRING "TOMMIES" COLLECTION Kaylon will present their Spring collection of "Tommies"--for sleeping and lounging. Show at 10:15 A.M. By invitation. Contact: Ruth Miller or Betty Greenwald, MU. 9-6292. | KAYLON, INC. | 180 MADISON AVENUE SHOWROOM - 5TH FLOOR |
| Thursday Dec. 18 8:30 P.M. | SPECIAL FASHION PRESENTATION Fashion show by the Fashion Institute of Technology. By invitation. Contact: Shirley Goodman, OR. 5-3307. | FASHION INSTITUTE OF TECHNOLOGY | 225 WEST 24TH STREET |
| Dec. 21 | FIRST DAY OF WINTER (Sunday). | | |
| Dec. 25 | CHRISTMAS DAY (Thursday). | | |
| Monday Dec. 29 12:15 P.M. And 5:45 P.M. | HOLIDAY AND SPRING FASHIONS FOR JUNIORS Saks 34th will present Holiday and Spring fashions for juniors, sizes 7 to 15. Box luncheon, 12:15 P.M. to 1:15 P.M. Show repeated 5:45 P.M. to 6:45 P.M. Open to public. Publicity: Rita Dobbins, LA. 4-7000. | SAKS 34TH STREET | 2ND FLOOR YOUNGER SET SHOP |
| Monday Dec. 29 4:00 P.M.- 7:00 P.M. Cocktails | MODERN FURNITURE & COORDINATED FASHIONS Presentation of Modernmaster furniture, coordinated with fashions by Jonathan Logan. Also, paintings by modern masters. By invitation. Contact: Mrs. Zenith Gross, MU. 9-6510. | TODAY'S HOUSE | 53 EAST 34TH STREET |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday Dec. 30 12:15 P.M. Luncheon | PREVIEW OF SPRING SCARFS & STOLES Glensder Textile Corp. will present their Spring collection of scarfs, stoles, wraps, novelties, and imports. Resident buyers by invitation only. Publicity: Ann R. Silver, MU. 7-8654. | GLENTEX (417 FIFTH AVENUE) | HOTEL ASTOR EAST BALLROOM |
| Jan. 1 | NEW YEAR'S DAY (Thursday--Legal Holiday). | | |
| Saturday Jan. 3 1:30 P.M. Luncheon | "CLAMBAKE PARTY" FOR VISITING PRESS Sylvan Rich will present "Nautical Blues"--Martini Designed and Diminutives to the visiting press. By invitation. Publicity: Mildred Kaldor, MU. 9-5420. | SYLVAN RICH | 498 SEVENTH AVENUE SHOWROOM-21ST FLOOR |
| Sunday Jan. 4- Jan. 7 | CALIFORNIA'S FASHION BOWL - 1953 Opening of Spring and Summer market week in Los Angeles. Contact: California Fashion Creators, 740 So. Broadway, Los Angeles, Calif. | CALIFORNIA FASHION CREATORS | AMBASSADOR HOTEL LOS ANGELES, CALIF. |
| Sunday Jan. 4 10:00 A.M.- 1:00 P.M. | SPRING JEWELRY PREVIEW AT BREAKFAST PARTY Trifari, Krussman & Fishel will invite the out-of-town and N.Y. editors to a presentation of their Spring jewelry fashions. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598. | TRIFARI, KRUSSMAN & FISHEL, INC. | 16 EAST 40TH STREET SHOWROOM-4TH FLOOR |
| Sunday Jan. 4 11:00 A.M. Breakfast | MILLINERY SHOWING FOR VISITING PRESS Emme will invite the visiting editors to a buffet breakfast and showing of her Spring millinery. <u>Presentation to the New York press at 12:00 Noon, at Hotel Pierre on the Roof, on Monday, Jan. 5.</u> By invitation only. Publicity: Mildred Kaldor, MU. 9-5420. | EMME | HOTEL PIERRE GRAND BALLROOM FOYER |
| Sunday Jan. 4- Jan. 6 12:00 Noon- 9:00 P.M. | "FASHION ON THE GO" OPEN HOUSE FOR PRESS Showing of 1953 collection of luggage, hatboxes, brief cases, jewel boxes, billfolds and personal leather accessories to visiting and N.Y. press.. <u>Jan. 4: 12:00 Noon-9:00 P.M.; Jan. 5: 9:00 A.M.-9:00 P.M.; Jan. 6: 9:00 A.M.-12:00 Noon.</u> Contact: Betty Fryman, LE. 2-3961. | LUGGAGE & LEATHER GOODS MFRS. OF AMERICA | WALDORF-ASTORIA CARPENTER SALON |
| Sunday Jan. 4 1:00 P.M.- 3:00 P.M. Luncheon | SPRING AND SUMMER FASHIONS IN KID Luncheon for visiting press and preview of Spring and Summer kid shoes and accessories. By invitation only. Publicity: Geri Matthau or Charline Osgood, WI. 7-0332. | KID LEATHER GUILD | HOTEL CHATHAM CHATHAM WALK |
| Sunday Jan. 4 3:00 P.M. Cocktails | MILLINERY SHOW FOR VISITING EDITORS Showing of Sally Victor's Spring millinery collection to the visiting press. <u>Show will be repeated for the local editors on Monday, Jan. 5, at 10:30 A.M.</u> By invitation only. Publ.: Mildred Josephs, PL. 3-7450. | SALLY VICTOR | 18 EAST 53RD STREET SALON |
| Sunday Jan. 4 4:30 P.M. | SPRING COLLECTION FOR VISITING PRESS Maria Krum will present her Palm Beach and Spring collection to the out-of-town press. By invitation only. Publ.: Helen Galland, CI. 7-3060. | MARIA KRUM | 41 WEST 56TH STREET SALON |

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| Sunday Jan. 4 5:30 P.M.- 9:00 P.M. | COCKTAILS AND BUFFET FOR VISITING EDITORS Forstmann will invite the out-of-town press to open house buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448. | FORSTMANN, INC. | SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL. |
| Sunday Jan. 4 6:00 P.M.- 9:00 P.M. | COCKTAIL PARTY FOR VISITING & LOCAL PRESS "Celebrity Night"--Harriet Hubbard Ayer will invite out-of-town and N.Y. editors to a cocktail party. By invitation. Publ.: Mary Brown, MU. 8-6000. | HARRIET HUBBARD AYER | HAMPSHIRE HOUSE THE COTTAGE |
| Sunday Jan. 4 9:00 P.M. Champagne | CHAMPAGNE PARTY FOR VISITING PRESS Walter Florell will invite the out-of-town press to a champagne party and showing of his Spring millinery. <u>This show will be presented to the N.Y. fashion editors on Thursday, Jan. 8 at 2:30 P.M.</u> By invitation only. Publicity: Mildred Kaldor, MU. 9-5420. | WALTER FLORELL | 29 EAST 53RD STREET SALON |
| Jan. 5 10:30 A.M. | SALLY VICTOR'S PREVIEW OF SPRING MILLINERY FOR THE LOCAL PRESS AT 10:30 A.M., 18 EAST 53RD STREET. (See Page 5). | | |
| Jan. 5 12:00 Noon | EMME'S PREVIEW OF SPRING MILLINERY FOR THE N.Y. PRESS AT 12:00 NOON, FOLLOWED BY LUNCHEON, AT THE HOTEL PIERRE ROOF. (See Page 5). | | |
| Monday Jan. 5 4:00 P.M. Cocktails | MILLINERY PREVIEW FOR N.Y. PRESS Presentation of the Beatrice-Martin Spring millinery collection. By invitation only. Publicity: Maud G. Moody, LE. 2-4049. | BEATRICE-MARTIN | 16 WEST 57TH STREET SALON |
| Beginning Monday Jan. 5 | SHOWING OF SPRING HANDBAG LINES Industry-wide opening of Spring 1953 handbag fashions. All member manufacturers will show complete collections of new handbag styles in their own showrooms. Publicity: Ruth Lundgren, MU. 6-0686. | NATIONAL AUTHORITY FOR LADIES' HANDBAG INDUSTRY SHOWROOMS | INDIVIDUAL |
| Week Of Jan. 5 | SHOWING OF SPRING SHOE COLLECTIONS The Guild of Better Shoe Manufacturers will present their couture footwear collections for Spring 1953. Members include: Beleganti; Newton Elkin; Jerro Bros.; La Valle, Inc.; John Marino & Son; Palter De Liso; M. Wolf & Son; Zuckerman & Fox. Publicity: Doris Beechman, MU. 9-5200. | GUILD OF BETTER SHOE MANUFACTURERS | HOTEL SHELburne LEX. AVE. & 37TH ST. |
| Monday Jan. 5 | OPENING OF SPRING JEWELRY Spring collection of Coro jewelry and new Corocraft "fashion masterpieces." By appointment only. Publicity: Ann R. Silver, MU. 7-8654. | CORO, INC. | 47 WEST 34TH STREET SHOWROOM |
| Monday Jan. 5 | SCARFS AND STOLE FOR SPRING Opening of Spring collection of scarfs, stoles, wraps, novelties and imports by Glensder Textile Corp. By appointment only. Publicity: Ann R. Silver, MU. 7-8654. | GLENTEX | 417 FIFTH AVENUE SHOWROOM |
| Jan. 5- Jan. 16 | OPENING OF WINTER MARKET AT THE AMERICAN FURNITURE MART IN CHICAGO. Contact: American Furniture Mart, 666 Lake Shore Drive, Chicago, Ill. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Tuesday Jan. 6 8:00 A.M. Breakfast | SPRING MILLINERY FOR VISITING EDITORS Irene of New York will invite the out-of-town editors to a preview of her Spring millinery collection. <u>N.Y. Press Showing, Wednesday, Jan. 7, at 9:30 A.M.</u> By invitation only. Publicity: Maud G. Moody, LE. 2-4049. | IRENE OF NEW YORK | 16 EAST 52ND STREET SALON |
| Tuesday Jan. 6 8:30 A.M. Breakfast | SPRING MILLINERY BREAKFAST FORUM Annual forum of the MMEA with fashion, merchandising and business experts discussing millinery trends, problems and developments. By invitation only. Contact: Ruth Weintraub, PL. 3-2116. | MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION | WALDORF-ASTORIA GRAND BALLROOM |
| Tuesday Jan. 6 10:00 A.M. | PRESS PREVIEW OF SPRING MILLINERY Press showing of Braagaard's Spring millinery collection. By invitation only. Contact: PL. 3-0353. | BRAAGAARD | 10 EAST 56TH STREET SALON |
| Tuesday Jan. 6 7:30 P.M. Dinner | NINETEENTH ANNUAL FASHION SHOW "Daytime Fashions For The Youthful Look."--theme of the 19th annual fashion show of the National Association of House Dress Manufacturers. By invitation. Publicity: Leon Klinger, LA. 4-6352. | NATIONAL ASS'N OF HOUSE DRESS MFRS. | WALDORF-ASTORIA GRAND BALLROOM |
| Tuesday Jan. 6 9:00 P.M. | SPRING MILLINERY FASHION SHOW Semi-annual millinery fashion show for trade and press. Show will be followed by supper and dance. By invitation only. Contact: Millinery Stabilization Commission, LO. 4-7800. Publ.: Mary Kelley, LO. 4-7800. | MILLINERY STAB. COMM.; MILLINERY FASHION BUR. | HOTEL ASTOR GRAND BALLROOM |
| Wednesday Jan. 7 8:00 A.M. Breakfast | EMBROIDERED FASHIONS FOR VISITING PRESS Fashions in embroidery will be presented to visiting press. By invitation only. Publicity: Dora Miller, LO. 3-4285. | SCHIFFLI EMBROIDERY MANUFACTURERS BUREAU | PLACE TO BE ANNOUNCED |
| Jan. 7 9:30 A.M. | IRENE OF NEW YORK'S PRESS PREVIEW FOR N.Y. EDITORS AT 9:30 A.M. BREAKFAST, AT 16 EAST 52ND STREET. (See Page 6). | | |
| Wednesday Jan. 7 11:00 A.M. | PRESS PREVIEW: SPRING MILLINERY FASHIONS Mr. Fred will present his Spring millinery collection to the N.Y. press. <u>This show will be repeated for the visiting editors at 5:30 P.M.</u> By invitation only. Publicity: Lily Davis, PL. 3-1010. | JOHN FREDERICS | 29 EAST 48TH STREET SALON |
| Wednesday Jan. 7 12:30 P.M. Luncheon | WRAGGE FASHIONS AT LUNCHEON SHOWING Bonwit Teller will present Spring fashions by B.H. Wragge during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | BONWIT TELLER | WALDORF-ASTORIA EMPIRE ROOM |
| Wednesday Jan. 7 2:30 P.M. | MILLINERY PREVIEW OF SPRING COLLECTION Presentation to the N.Y. press of Laddie Northridge's Spring millinery. <u>Show for visiting editors on Friday, Jan. 9 at 5:30 P.M.</u> By invitation. Publicity: Donna Cannon, PL. 3-7072. | LADDIE NORTHRIDGE | 16 WEST 57TH STREET SALON |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Jan. 7 5:30 P.M. | JOHN FREDERICS PRESS PREVIEW OF SPRING MILLINERY FOR VISITING PRESS AT 5:30 P.M., AT 29 EAST 48TH STREET. (See Page 7). | | |
| Wednesday Jan. 7 7:00 P.M. Dinner | ANNUAL DINNER AND ENTERTAINMENT Dinner and entertainment, highlighting Spring market week, sponsored jointly by Lingerie and Negligee Manufacturers' Associations. By invitation only. Contact: Jack Gross, LE. 2-4444. | LINGERIE & NEGLIGEE MFRS. ASS'N, INC. | WALDORF-ASTORIA GRAND BALLROOM |
| Thursday Jan. 8 10:30 A.M. | PRESS PREVIEW OF SPRING MILLINERY Mr. John will invite the N.Y. press to a preview of his Spring millinery collection. <u>This show will be repeated for the visiting editors at 5:30 P.M.</u> By invitation only. Publicity: Jeanne Carberry, MU. 8-4906. | MR. JOHN, INC. | 53 EAST 57TH STREET SALON |
| Jan. 8 2:30 P.M. | WALTER FLORELL'S SPRING MILLINERY PREVIEW FOR N.Y. PRESS AT 2:30 P.M., 29 EAST 53RD STREET. (See Page 6). | | |
| Jan. 8 5:30 P.M. | MR. JOHN'S SPRING MILLINERY PREVIEW FOR THE VISITING EDITORS AT 5:30 P.M., 53 EAST 57TH STREET. (See Above). | | |
| Friday Jan. 9 11:00 A.M. | PRESS PREVIEW OF MILLINERY FASHIONS Presentation of Gladys & Belle Spring millinery collection. By invitation only. Publicity: Maud G. Moody, LE. 2-4049. | GLADYS & BELLE | 20 WEST 57TH STREET SALON |
| Jan. 9 5:30 P.M. | LADDIE NORTHRIDGE'S PREVIEW OF SPRING MILLINERY FOR VISITING EDITORS AT 5:30 P.M., 16 WEST 57TH STREET. (See Page 7). | | |
| Friday Jan. 9 8:00 P.M. | OPERA PARTY FOR VISITING PRESS The Jewelry Industry Council will be host to the visiting editors at the evening performance of the opera. By invitation only. Publicity: Martha Percilla, PL. 7-3075. | JEWELRY INDUSTRY COUNCIL | MET. OPERA HOUSE B'WAY & 39TH STREET |
| Jan. 11- Jan. 16 | NEW YORK LAMP SHOW AT THE HOTEL NEW YORKER. Contact: George F. Little Management, 220 Fifth Avenue, New York, MU. 9-7147. | | |
| Monday Jan. 12 4:00 P.M.- 6:30 P.M. Cocktails | COTTON KNIT FASHION SHOW Cotton knit fashion show of late Spring and Summer fashions. Admission: \$5.00--for merchandise managers, buyers and members of the knitwear industry. Press by invitation. Publicity: Martin Stern, VA. 6-0543. | KNITTED FABRICS INST. (1450 BROADWAY) | HOTEL BILTMORE BALLROOM |
| Beginning Monday Jan. 12- Jan. 15 | NRDGA'S 42ND ANNUAL CONVENTION "Patterns for Retail Progress"--theme of the 42nd Annual Convention of the NRDGA. "Curtain-Raiser" luncheon, Jan. 12 at 12:00 Noon. Publicity: Robert J. Mayer, Director of Public Relations, CH. 4-8780. | NATIONAL RETAIL DRY GOODS ASSOCIATION | HOTEL STATLER |
| Tuesday Jan. 13 9:00 A.M.- 5:00 P.M. | SEVENTH ANNUAL HOSIERY MERCHANDISING FORUM "Workshop" Hosiery Forum, including buyers' panel discussions, resource contacts, speakers' round-table, luncheon and "Buyers' Punch Bowl". Price: \$15.00. Contact: James A. Doyle, SP. 7-9364. | HOSIERY MERCHANDISING; HOSIERY INDUSTRY WEEKLY | HOTEL ROOSEVELT BALLROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday Jan. 13 4:30 P.M.- 6:30 P.M. Cocktails | "FÊTES DES PERLES" LA TAUSCA JEWELRY Spring collection of Majeska-designed pearl jewelry for La Tausca at semi-annual fashion presentation. Showing at 5:00 P.M. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | THE HOUSE OF HELLER (L. HELLER & SON) | HOTEL PLAZA GRAND BALLROOM |
| Jan. 15- Jan. 22 | SEMI-ANNUAL EXHIBIT OF THE NAT'L HOUSEWARES SHOW IN CHICAGO AT NAVY PIER. Contact: Nat'l Housewares Mfrs. Ass'n., 1140 Merchandise Mart, Chicago. | | |
| Jan. 17- Jan. 19 | THREE-DAY CONVENTION OF THE NATIONAL INSTITUTE OF RUG CLEANING AT THE HOTEL SHERMAN, CHICAGO, ILL. | | |
| Jan. 18- Jan. 23 | NEW YORK CURTAIN & DRAPERY AND NATIONAL DOMESTICS & LINEN SHOW AT HOTEL NEW YORKER WITH 160 EXHIBITORS. Contact: National Exhibitors, Lansdale, Pa. | | |
| Wednesday Jan. 21 12:30 P.M. Luncheon | ADELE SIMPSON FASHIONS AT LUNCHEON Bonwit Teller will present fashions by Adele Simpson during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | BONWIT TELLER | WALDORF-ASTORIA EMPIRE ROOM |
| Thursday Jan. 22 12:15 P.M. Luncheon | MILLINERY DIVISION LUNCHEON MEETING The Fashion Group will have a Millinery Division Meeting. Co-chairmen: Maud G. Moody and Esther Lyman. (Price will be announced later.) Contact: The Fashion Group, CI. 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL ASTOR GRAND BALLROOM |
| Beginning Monday Jan. 26 | SCHEDULE OF LONDON COUTURE PREVIEWS Monday, Jan. 26: Lachasse; Digby Morton; Peter Russell; Victor Stiebel. Tuesday, Jan. 27: Hardy Amies; John Cavanagh; Charles Creed; Mattli. Wednesday, Jan. 28: Norman Hartnell; Michael Sherard; Worth, Ltd. Admission by invitation. Contact: Lilian Hyder, 36 Bruton Place, London. | INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS | 36 BRUTON PLACE LONDON, W.1., ENG. |
| Tuesday Jan. 27 12:15 P.M. Luncheon | "MARCH OF DIMES" FASHION SHOW Eighth Annual "March of Dimes" Fashion Show, presented for the benefit of The National Foundation For Infantile Paralysis, with fashions from the New York Dress Institute Couture Group. (Price of tickets will be listed later). Contact: Elaine Whitelaw, Nat'l Foundation, 120 Broadway, BE. 3-0500. Fashion Publicity: Eleanor Lambert, MU. 8-2130. | NEW YORK DRESS INSTITUTE | WALDORF-ASTORIA GRAND BALLROOM |
| Wednesday Jan. 28 9:30 A.M. Breakfast | 2ND ANNUAL "VERSATILITY IN DESIGN" AWARDS Presentation of Awards to grand prize winners and honorable mentions in 2nd Annual "Versatility in Design and Use" competition, in women's, men's children's, home furnishings, home appliances and open class. By invitation. Contact: Helen Beringer at Bert Nevins, WI. 7-9715. | HESS BROTHERS | WALDORF-ASTORIA JADE ROOM |
| Wednesday Jan. 28 12:30 P.M. Luncheon | SHOWING OF FASHIONS BY HARVEY BERIN Harvey Berin's Spring fashions will be presented by Bonwit Teller. Bonwit Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | BONWIT TELLER | WALDORF-ASTORIA EMPIRE ROOM |

MOVIES...MUSIC...TELEVISION...THEATRE

Monday
Dec. 8
4:00 P.M.-
5:00 P.M.

TELEVISION: "KATE SMITH HOUR" WNBC, CHANNEL 4
Presentation of silk evening fashions chosen by Eleanor Lambert for the International Silk Association. Jewels--La Tamsca. Furs--Ritter. Int'l Silk Ass'n Publicity: Eleanor Lambert, MU. 8-2130. Kate Smith Publicity: Dorothy Daye, CI. 7-8300.

Beginning
Monday
Dec. 8

FOURTH WEEK: "FRENCH THEATRE" ZIEGFELD THEATRE, 6TH AVE. & 54TH STREET
S. Hurok presents the Madeleine Renaud-Jean-Louis Barrault Co. Dec. 8-
Dec. 13: "Les Fausses Confidences" (The False Secrets); Baptiste. Settings
& costumes: Maurice Brianchon. Tickets: \$1.20-\$4.80. Publicity: Martin
Feinstein, PL. 9-6000.

Beginning
Monday
Dec. 8

FIFTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Dec. 8: Wagner's DIE MEISTERSINGER. Dec. 10: Verdi's LA FORZA DEL DESTINO.
Dec. 11: Bizet's CARMEN. Dec. 12: Mozart's DON GIOVANNI. Dec. 13, Mat.:
Puccini's TOSCA. Dec. 13, Eve.: Verdi's DON CARLO. Publicity: Margaret
Carson, PE. 6-1200.

Monday
Dec. 8-
Dec. 14

OPENING: SLAVENSKA-FRANKLIN BALLET. CENTURY THEATRE, 7TH AVE. & 59TH ST.
Charles E. Green presents Mia Slavenska-Frederic Franklin Ballet Co.:
Dec. 8: SYMPHONIC VARIATIONS, A STREETCAR NAMED DESIRE, DON QUIXOTE PAS
DE DEUX, NUTCRACKER SUITE. Dec. 9: SYMPHONIC VARIATIONS, A STREETCAR
NAMED DESIRE, Mlle. FIFI, NUTCRACKER SUITE. Dec. 10: SYMPHONIC VARIATIONS,
A STREETCAR NAMED DESIRE, Mlle. FIFI, NUTCRACKER SUITE. Dec. 11: PORTRAIT
OF A BALLERINA, A STREETCAR NAMED DESIRE, NUTCRACKER SUITE. Dec. 12:
SYMPHONIC VARIATIONS, A STREETCAR NAMED DESIRE, DON QUIXOTE PAS DE DEUX,
NUTCRACKER SUITE. Dec. 13, Mat.: SYMPHONIC VARIATIONS, PORTRAIT OF A
BALLERINA, Mlle. FIFI, NUTCRACKER SUITE. Dec. 13, Eve.: SYMPHONIC VARIA-
TIONS, A STREETCAR NAMED DESIRE, Mlle. FIFI, NUTCRACKER SUITE. Dec. 14,
Mat.: PORTRAIT OF A BALLERINA, A STREETCAR NAMED DESIRE, NUTCRACKER SUITE.
Dec. 14, Eve.: SYMPHONIC VARIATIONS, A STREETCAR NAMED DESIRE, Mlle. FIFI,
NUTCRACKER SUITE. Prices: \$1.20-\$4.80. Publicity: Bannett & Pleasant,
EL. 5-4147.

Beginning
Tuesday
Dec. 9

SIXTH WEEK: NEW YORK CITY BALLET CITY CENTER, 131 WEST 55TH STREET
Dec. 9: SWAN LAKE, ILLUMINATIONS, A LA FRANCAIX, SCOTCH SYMPHONY.
Dec. 10: CARACOLE, LILAC GARDEN, PAS DE TROIS, LA VALSE.
Dec. 11: CARACOLE, TYL ULENSPIEGEL, SYLVIA: PAS DE DEUX, PIED PIPER.
Dec. 12: SERENADE, METAMORPHOSES, THE CAGE, SCOTCH SYMPHONY.
Dec. 13, Mat.: SWAN LAKE, THE DUEL, FIREBIRD, BOURREE FANTASQUE.
Dec. 13, Eve.: TYL ULENSPIEGEL, THE CAGE, PICNIC AT TENTAGEL, SYMPHONY IN C.
Dec. 14, Mat.: CONCERTO BAROCCO, SWAN LAKE, THE DUEL, BOURREE FANTASQUE.
Dec. 14, Eve.: FOUR TEMPERAMENTS, SCOTCH SYMPHONY, LA VALSE, PIED PIPER.
Prices: \$1.50-\$3.60. Publicity: Phillip Bloom, CH. 4-5185.

Wednesday
Dec. 10

PREMIERE: "STOP, YOU'RE KILLING ME" (Movie) PARAMOUNT THEA., B'WAY & 43RD
Warner Brothers (WarnerColor) production starring Broderick Crawford and
Claire Trevor with Virginia Gibson and Bill Hayes in a Damon Runyon story
of a bootleg beer baron whose troubles really begin with the ending of
Prohibition. Producer: Louis F. Edelman. Director: Roy Del Ruth.
Costumes: Howard Shoup. Publicity: Eve Siegel, CI. 6-1000.

Thursday
Dec. 11

OPENING: "WHISTLER'S GRANDMOTHER" PRESIDENT THEATRE, 247 W. 48TH ST.
Anthony Parella presents Josephine Hull in a new comedy by Robert Finch,
with Alan Carney, Lonny Chapman, Lou Gilbert. Director: Eugene O'Sullivan.
Settings & lighting: Leo Kerz. Publicity: David Lipsky, CH. 4-5185.